

COMMUNITY FOODBANK OF NEW JERSEY JOINS NBC 4 NEW YORK, TELEMUNDO 47, STOP & SHOP AND TRI-STATE FOOD BANKS FOR ONE-DAY REGIONAL FOOD DRIVE ON SATURDAY, APRIL 28

Feeding our Families is one of the largest, single-day, multi-state food drives in the Northeast

Community FoodBank of New Jersey to aid in non-perishable collection at more than 250 local Stop & Shop locations in New York, New Jersey and Connecticut

NBC 4 New York and Telemundo 47 news anchors and reporters will join volunteers, visit collection locations across the Tri-State

NEW YORK, NY – (April 9, 2018) – Coming together for a second consecutive year to help local families and food banks replenish non-perishable supplies to sustain important anti-hunger efforts, NBC 4 New York / WNBC and Telemundo 47 / WNJU will join with Stop & Shop and eight regional food banks on Saturday, April 28 for the *Feeding Our Families* (or *Alimentando a Nuestras Familias* in Spanish) second annual food drive, one of the largest, single day, multi-state food drives in the Northeast. The food collection drive will take place at more than 250 local Stop & Shop locations throughout New York, New Jersey and Connecticut between the hours of 9 AM and 6 PM. Please visit NBCNewYork.com/fooddrive or telemundo47.com/alimentar to access a map of food donation locations.

With food banks facing their greatest need between the months of January and August, volunteers representing partnering food banks will collect and pack all donated items on April 28 to distribute to local families. More than 120 tons of non-perishable goods were donated from NBC 4 New York and Telemundo 47 viewers on a single day in 2017, enough to help provide more than 900,000 meals to families in need.

WHO/ WHAT: NBC4 New York, Telemundo 47, Stop & Shop Supermarkets and eight food bank and food rescue organizations will join together to host a massive, one-day multi-state food and volunteer drive to help eradicate hunger in Tri-State communities.

WHEN: Saturday, April 28 between 9 AM and 6 PM.

WHERE: Viewers can visit more than 250 Stop & Shop locations throughout New York, New Jersey and Connecticut and place donation items inside clearly labeled collection bins. Please visit NBCNewYork.com/fooddrive or telemundo47.com/alimentar to access a map of all participating Stop & Shop locations.

DONATIONS: Non-perishable food and personal hygiene items, including frequently requested items like baby diapers are most in need. For a sample “shopping list” of the most requested non-perishable items, please visit NBCNewYork.com/fooddrive or telemundo47.com/alimentar. Volunteers will also distribute this list to shoppers visiting all participating Stop & Shop locations on Saturday, April 28.

“*Feeding our Families* is one of WNBC’s most successful community events. Our anchors, reporters and employees are committed to fighting hunger and making a difference. This is why WNBC has worked with our partners to expand our 2018 campaign and collect more non-perishable goods for local families in need,” said Eric Lerner, President and General Manager of NBC 4 New York.

NBC 4 New York and Telemundo 47 will deliver live reports and broadcast cut-ins from several Tri-State Stop & Shop locations on Saturday, April 28, including on NBC 4 New York’s *Weekend Today in New York* at 8:30 AM and *News 4 New York* at 6 PM, as well as on Telemundo 47’s *Noticiero 47 Telemundo* at 6 PM. Stations’ news anchors and reporters will also visit numerous Stop & Shop collection locations that day to support the on-site efforts.

“At Telemundo 47 we believe that no one should go hungry and this is why our partnership with NBC 4 New York and Stop & Shop is so important. Working together with our local food banks, our *Alimentando a Nuestras Familias* food and volunteer drive will again bring our community together to help those who need our help the most,” said Cristina Schwarz, President and General Manager of Telemundo 47.

Stop & Shop is the Tri-State’s largest supermarket chain with more than 400 stores located throughout New York, New Jersey and New England and is committed to supporting the communities that it serves and those organizations that are on the front lines battling hunger every day. As a food retailer, Stop & Shop recognizes the important role it can play in hunger relief efforts. In 2016, Stop & Shop donated almost \$4 million to hunger relief agencies throughout the region. Part of that effort included its signature *Meat the Needs* program which delivers safe, nutritious and much needed meat to regional food banks and pantries for families in need.

“The *Feeding our Families* food drive is the largest, single-day event hosted by Stop & Shop and reflects our strong commitment to the communities we serve across New York, New Jersey and Connecticut. Our associates are passionate about helping our neighbors in need. Together, we look forward to helping our local food banks restock their shelves and deliver hundreds of thousands of meals to those who need them the most.”

Food bank operations face periods of greatest need between January and August, a time outside of traditional periods of giving and volunteering coinciding with the holiday season. Non-perishable items are requested by families daily, but the most frequently-requested items are those not covered by public assistance programs such as WIC and SNAP. These requests range from baby diapers to personal hygiene items such as toilet paper, tampons and more.

Unique to NBC 4 New York and Telemundo 47’s *Feeding our Families / Alimentando a Nuestras Familias* food and volunteer drive is the “Give 4” recruitment initiative. Those that register to volunteer four hours of their time every four months at local food banks can aid in more ways than stocking shelves, packing supplies and making local deliveries. “Give 4” donors can also assist local food banks and rescue operations through non-physical, customized tasks including accounting, social media, digital marketing and advertising, among others.

For more information on the April 28 *Feeding Our Families / Alimentando a Nuestras Familias* food and volunteer drive, please visit NBCNewYork.com, Telemundo47.com, StopandShop.com or any participating food bank or food rescue organization.

About the Community FoodBank of New Jersey

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America®, provides people across the state with food, help and hope. The FoodBank distributed over 43 million pounds of food last year to its more than 1,000 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs. More than 4.7 million times a year, someone in need is fed by the FoodBank’s network of partners. For our neighbors, especially families, and for the volunteers and donors who support them, the Community FoodBank of New Jersey is the powerful change agent that fills the emptiness caused by hunger with the basic human essentials that people need to survive.

About NBC 4 New York / WNBC

NBC 4 New York / WNBC is the flagship station of the NBC Owned Television Stations division of NBCUniversal, serving the New York Tri-State area with an unparalleled commitment to broadcast excellence for more than 75 years.

The station features New York’s largest investigative reporting team, the *I-Team* and includes Edward R. Murrow and Emmy Award-winning journalists who successfully track down the answers to the questions most important to viewers. NBC 4 New York’s consumer franchise *Better Get Baquero* returns every call, responds to every message and has recovered more than \$4 million for consumers.

Storm Team 4, the station's trusted weather team, utilizes the most accurate and the most powerful weather technology available to keep Tri-State viewers informed and safe when severe weather strikes. This includes *StormTracker 4*, the only commercial high-frequency S-Band dual polarization fixed Doppler weather radar operating in the Northeast.

In addition to NBC 4 New York's primary channel, other programming outlets include COZI TV, the station's multicast channel, and out-of-home platforms, including TV screens in taxi cabs, elevators and aboard New York-New Jersey PATH trains. The station also delivers news and information across all platforms, including its dedicated website, mobile app and social media platforms. For more information about NBC 4 New York, visit NBCNewYork.com.

About Telemundo 47 New York / WNJU

The 2017 New York Emmy® Award winner for top morning and top evening newscasts, Telemundo 47 / WNJU is the local Telemundo television station serving Spanish-speaking viewers in New York, New Jersey and Connecticut for more than 50 years. The Tri-State's Spanish-language broadcasting channel for soccer, Telemundo 47 will offer exclusive Spanish-language coverage of the 2018 FIFA World Cup™ tournament. Delivering more than 27 hours of locally-produced news, information and entertainment programming each week, Telemundo 47 offers comprehensive breaking news coverage and features the New York market's only team of bilingual meteorologists, *La Autoridad en El Tiempo*, who use cutting-edge technology to keep viewers and their families safe and informed. This includes *Tele Doppler 47*, *con tecnología S band*, the most powerful and most accurate weather technology available. Telemundo 47's local consumer investigative unit, *Telemundo Responde*, returns every telephone call, responds to every electronic inquiry and has recovered nearly \$1.5 million for local viewers.

The station also features *Acceso Total*, the region's only local entertainment variety program with TeleXitos, the station's multicast network, offering viewers many beloved, iconic television series in an easy-to-watch, comfortable Spanish-language format. As a station, Telemundo 47 demonstrates its commitment to the communities it serves by cultivating local partnerships with organizations that reflect the diversity of the local market. Telemundo 47 also provides news and information across all platforms, online at Telemundo47.com, and via its dedicated mobile app and across social media.

About Stop & Shop

The Stop & Shop Supermarket Company LLC employs over 61,000 associates and operates 419 stores throughout Massachusetts, Connecticut, Rhode Island, New York and New Jersey. The company helps support local communities fight hunger, combat childhood cancer and promote general health and wellness – with emphasis on children's educational and support programs. In its commitment to be a sustainable company, Stop & Shop is a member of the U.S. Green Building Council and EPA's Smart Way program and has been recognized by the EPA for the superior energy management of its stores. Stop & Shop is an Ahold USA company. To learn more about Stop & Shop, visit www.stopandshop.com or www.facebook.com/stopandshop.

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